



FOR IMMEDIATE RELEASE

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PACIFIC WILD ALLIANCE LAUNCHES ONLINE AUCTION FUNDING CONSERVATION EFFORTS IN BRITISH COLUMBIA

More than 100 items from artists and businesses around the world are up for grabs and showcased on an interactive StoryMap charting support for B.C. biodiversity and wildlife

Victoria B.C. - Today, Pacific Wild, a conservation organization headquartered on Vancouver Island, launched its third annual Wild Auction to raise funds and awareness of the importance of protecting wildlife and their habitats throughout British Columbia. For years the provincial government has marketed Canada's western most province as "Super, Natural, British Columbia" but the current status for wildlife paints a different picture. More than 1,300 species are now on B.C.'s red and blue lists for species at risk of extinction.

"It's more important than ever to raise funds for the protection and conservation of species in B.C.," said Karen McAllister, Executive Director of Pacific Wild. "At Pacific Wild, we're campaigning for wildlife on a number of different fronts. From advocating for changes in fisheries management to protect herring stocks, to educating the public on the importance of salmon monitoring, and challenging the legality of the B.C. government's ineffective and cruel wolf culling program, we understand there's a lot at stake. We're thrilled to partner with so many companies and artists to put on this auction and raise money to continue this important conservation work."

New for this year's Wild Auction is an ArcGIS-powered interactive [story map](#) where supporters and bidders can learn more about the generous artists and businesses taking part in this unique fundraising event to protect ecosystems and wildlife in B.C. From Brazil, to Norway, to the United States, and across Canada, people have come together to share their support and passion for this region's unique geography, wildlife and cultures.

"This is another example of Pacific Wild's unique visual storytelling focus," said Laurie McConnell, Director of Community at Pacific Wild. "Our campaigns are rooted in visual imagery and focus on sharing in-depth looks at some of the most remote wild places in the province to citizens. In that spirit, we wanted the story map to shine a spotlight on this community of support, more than 100 strong, who have generously donated high-value items to protect wildlife in B.C."

The [Wild Auction](#) is now open and will run until Friday, May 20 at 5 pm PST. Proceeds support work to protect important species like coastal and interior gray wolves, Pacific herring, and wild Pacific salmon in addition to B.C.'s remaining old-growth forests. This is an auction as unique

as the biodiversity it reflects. Items include getaways, expeditions, clothing & gear, gift baskets, conservation-focused art, and unique products reflecting biodiversity.

About Pacific Wild

Pacific Wild supports innovative research, public education, community outreach and raising conservation awareness to achieve the goal of lasting environmental protections for the lands, waters and people of the Great Bear Rainforest and throughout British Columbia.

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